R93 75-1

TRAVEL PRINTOUT

Supported by a grant from Travel Industry Association of America

U.S. Travel Data Center

Research News for the U.S. Travel Industry

February 1986 Volume 15, Number 2

TRAVEL INCREASES IN THIRD QUARTER 1985

Travel by U.S. residents during the third quarter of 1985 increased 4 percent over levels recorded one year earlier, according to the US Travel Data Center's 1985 National Travel Survey Third Quarter Report, released today.

The report, based on a monthly telephone survey, showed Americans took 358 million person-trips during July, August and September 1985, 15 million more than during the same quarter of 1984. (A person-trip is measured each time anyone goes 100 miles or more away from home.)

The average trip during third quarter 1985 covered 5.9 nights, up from 5.3 nights one year earlier. Moreover, average trip distances increased from 880 to 960 round-trip miles.

Travel for pleasure (visiting friends and relatives, outdoor recreation, sightseeing and entertainment) grew 9 percent over levels posted in third quarter 1984. Business/convention travel increased 4 percent.

Vacation travel increased 2 percent, and weekend travel increased 16 percent. Travel by air continued to post substantial gains; however, auto/truck/RV travel fell 2 percent.

The Mountain region achieved the greatest third-quarter growth, while the South Atlantic region attracted the largest share of U.S. visitors, 20 percent.

The 1985 National Travel Survey Third Quarter Report is being sent to Data Center members and is available to others for $70 prepaid from the US Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036.##

TRAVEL ADVERTISING EXPENDITURES INCREASE

Travel and tourism advertising expenditures in U.S. measured media increased from $709 million in 1983 to $849 million in 1984, a 20 percent increase, which brought the total over $800 million for the first time in 20 years of tracking.

The finding is reported in Trends in Travel and Tourism Advertising Expenditures 1980-1984, a 60-page book compiled from measured non trade-paper media and focuses on eight major travel and tourism advertising categories: 1) U.S. flag airlines; 2) foreign flag airlines; 3) steamship lines; 4) states of the U.S.; 5) other domestic destinations; 6) foreign countries; 7) Canadian provinces; 8) other foreign destinations.

Advertising spending is analyzed by total category, by media and by top spenders in the category and compared with previous spending.

Highlights of the report include:

(Continued on page 3)

TRAVEL PRICES DROP IN DECEMBER

The cost of travel fell 1 percent in December, as plummeting lodging prices caused the largest monthly decline in seventeen years, according to the US Travel Data Center's Travel Price Index (TPI).

For comparison, the cost of consumer goods as measured by the Consumer Price Index (CPI) rose 0.2 percent in December.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, fell to 384.6 (1967=100), its lowest level in six months.

The cost of lodging fell 4.1 percent, its largest single monthly decline in the history of the TPI. The cost of incidentals decreased 0.8 percent, and airline fares dipped 0.2 percent.

On the other hand, intercity train fares rose 3.5 percent and intercity bus fares increased 1.4 percent in December. Taxicab fares gained 0.7 percent. The cost of food away from home, gasoline, and entertainment services all posted moderate increases of 0.2 percent.

Despite the December decline, the TPI has grown 4.9 percent over the past twelve months, compared to a 3.8 percent rise in the CPI. Intercity bus fares have jumped 6.9 since last December ##

Monthly and Annual Rates of Change in the Travel Index and Components
December 1985

TPI Component	Monthly Percent Change November 1985 to December 1985	Annual Percent Change December 1984 to December 1985	Full Year Percent Change 1985/1984
Transportation	0.1	4.9	3.9
Airline Fares	0.2	6.3	6.4
Intercity Bus Fares	1.4	6.9	6.9
Intercity Train Fares	3.5	4.8	3.6
Taxicab Fares	0.7	4.3	2.9
Gasoline	0.2	3.0	0.8
Lodging	4.1	6.3	7.0
Food Away From Home	0.2	3.8	4.0
Entertainment Services	0.2	4.4	5.4
Incidentals	0.8	2.5	2.7
TRAVEL PRICE INDEX	1.0	4.9	4.8
CONSUMER PRICE INDEX	0.2	3.8	3.6

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research. 1899 L Street, N.W. Washington, DC 20036. Telephone number (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $58 per year, U.S., Canada and Mexico; other foreign countries, $65 per year, payable in U.S. funds only.

TRAVEL RISES IN OCTOBER 1985

Travel during October increased 8 percent over year-earlier levels, according to the US Travel Data Center's latest National Travel Survey results, released today.

Following a slight increase in September, travel by Americans rose from 82.1 million person-trips in October 1984 to 88.8 million a year later. (A person trip is measured each time anyone goes 100 miles or more away from home.)

The monthly telephone survey reported that vacation travel grew 6 percent. Business/convention travel increased 7 percent over the level recorded in October 1984, and weekend travel rose 21 percent. Travel for pleasure (visiting friends and relatives, outdoor recreation, sightseeing and entertainment) also showed a substantial increase over 1984 levels.

The average trip duration rose to 5.2 nights from 4.4 nights one year earlier, while round trip distance increased to 950 miles, up from 830 miles in 1984.

Travel by personal motor vehicle grew 3 percent from October 1984, while air travel continued to show a strong increase.

The South Atlantic/East South Central region was the most popular with American travelers, hosting for over 26 million person-trips during October 1985. ##

ADVERTISING (CONTINUED)

- For the first time in a decade all travel categories measured show an increase in spending over last year.
- Advertising expenditures by U.S. flag airlines show a record increase of 15 percent over 1983, crossing the $500 million level for the first time.
- Steamship advertising exceeded $100 million for the first time, increasing 22 percent over 1983.
- Total U.S. destinations spending increased by 33 percent over the previous year because of record spending by states.

The book is available for $45 from Ogilvy & Mather Partners, 675 Third Avenue, New York, New York 10017. Send checks to the attention of Edward Berrol. ##

Visitor Volume at National Parks

Region	NOV 1985 visits*	Change from NOV 1984 (percent)	Percent change 1985/1984 Year to Date
NEW ENGLAND	521,596	3.2	-1.3
MIDDLE ATLANTIC	1,253,367	4.8	5.4
SOUTH EAST	7,112,710	7.6	9.4
EAST NORTH CENTRAL	136,909	21.2	4.6
WEST NORTH CENTRAL	255,119	6.7	6.5
WEST SOUTH CENTRAL	453,877	4.0	-.1
MOUNTAIN	1,211,406	.8	4.5
PACIFIC	2,356,218	1.1	0.6
TOTAL	13,301,202	4.1	5.8

* adjusted for differences in reporting units

States comprising the Census regions

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

	Current Month	Current Value	Percent Change From Previous Month	Percent Change From Year-ago Month	Percent Change Year-to-date 1985/84
Establishment receipts or retail sales					
Hotels, motels and other lodging places(1)	Nov	$ 3,311 million	- 4.8	4.9	N/A
Eating and drinking places(2)	Nov	$11,100 million	0.3	5.4	5.5
Gasoline service stations(2)	Nov	$ 8,691 million	1.3	3.8	1.6
Commercial lodging demand					
Hotel/motel occupancy rate(3)	Nov	62.6 percent	1.0	- 2.2	- 2.2
Real demand for commercial lodging(4)		$ N/A million	N/A	N/A	N/A
Airline passenger traffic(5)					
Domestic revenue passenger miles	Nov	16.5 billion	- 6.8	2.5	8.9
International revenue passenger miles	Nov	4.2 billion	-19.5	5.9	15.5
Highway traffic volume(6)					
Rural arterial vehicle miles	Nov	14.4 billion	- 9.5	0.0	3.3
Rail passenger traffic(7)					
Amtrak passenger miles	Nov	372.2 million	1.9	10.1	6.0
Travel Price Index(8)	Nov	388.6	- 0.1	5.7	4.7
U.S. resident travel(9)					
Total person trips	Oct	88.8 million	- 2.6	8.2	9.4
Vacation person trips	Oct	53.4 million	-13.2	5.7	6.0
Total person-nights	Oct	461.6 million	- 4.5	23.9	16.5
Vacation person-nights	Oct	309.7 million	- 6.5	11.5	8.8
Visits to U.S. National Parks(10)					
Visits	Nov *	13,545,072	-37.9	- 4.2	9.0
Overnight stays	Nov	586,226	-37.2	6.8	-11.4
Foreign arrivals in U.S.(11)					
From overseas	Sep *	748,353	-24.5	- 5.3	- 0.1
From Canada	Nov	417,290	-22.0	- 3.5	- 0.4
U.S. citizen departures(11)					
To overseas	Sep	1,234,719	-18.1	1.5	7.2
To Canada	Nov	503,161	-17.0	6.4	4.5
Domestic demand for motor gasoline(12)					
Barrels per day	Nov	6,790 thousand	- 1.8	1.2	3.4

N/A = not available

(1)Source: Smith Travel Research, seasonally unadjusted. (2)Preliminary, adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary, U.S. scheduled service air carriers. Source: U.S. Department of Transportation. (6)Source: Federal Highway Administration. (7)Source: National Railroad Passenger Corporation (Amtrak). (8)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9)Source: U.S. Travel Data Center. (10)Preliminary, unadjusted for differences in reporting units. Source: National Park Service. (11)Source: Statistics Canada and Nettleton Travel Research Center. (12)Preliminary; Source: U.S. Department of Energy.

U.S. Travel Data Center

1899 L Street Northwest Washington D.C. 20036 (202) 293-1040

U.S. POSTAGE PAID FIRST CLASS PERMIT NO. 8523 WASHINGTON, D.C.

February 1986

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry